FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00038818 **Type of Permit:** FILMING **Release Date:** 04/05/2011

Production Company TOMS SHOES

Insured Company Name TOMS SHOES
Contact Phone No. 1 310-566-3170
Contact Phone No. 2
Fax
Address 3025 OLYMPIC BLVD
SANTA MONICA, California 90404

Production Title CYLINDER TEASER

Type of Production Commercial - Internet

Producer Justin Herber

Director Jordan Blady

1st AD Bernard Evan

Production Manager Heidi Psyk

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Jordan Blady
Primary Phone Mobile - 201-723-5000
Secondary Phone

Location Assistant Lindsey Weening
Primary Phone Mobile - 310-948-1477
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,160.00

Number of Locations 1

NOT A PERMIT

Permit #F00038818

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00038818
Production Company TOMS SHOES
Insured Company TOMS SHOES
Production Title CYLINDER TEASER

Location Manager Jordan Blady
Primary Phone Mobile - 201-723-5000
Secondary Phone

Location Address Ocean Front Walk, Navy - Washington Blvd, Los Angeles, CA, 90291

Location Type Park

Film Dates 4/5/2011 - 4/5/2011 10:00 - 15:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
VeniceBchMap.PCIRose.pdf
VeniceBchMap.PCIVenice.pdf
VeniceBchMap.PCIWashington.pdf
Boardwalk Restrictions.pdf
Abbot Kinney, Venice revised June 2011.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	4

Filming Activities Equipment on sidewalk & street; Exterior Dialogue; Exterior establishing shots;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:**

Approvals

LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Lizeth Sagory
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey

Coordinator Note NO RAPG MONITOR REQUIRED.

Coordinator Note PRODUCTION COMPANY APPROVED TO BE ON OCEAN FRONT WALK., NORTH VENICE- ROSE AVE. ONLY.

Parking

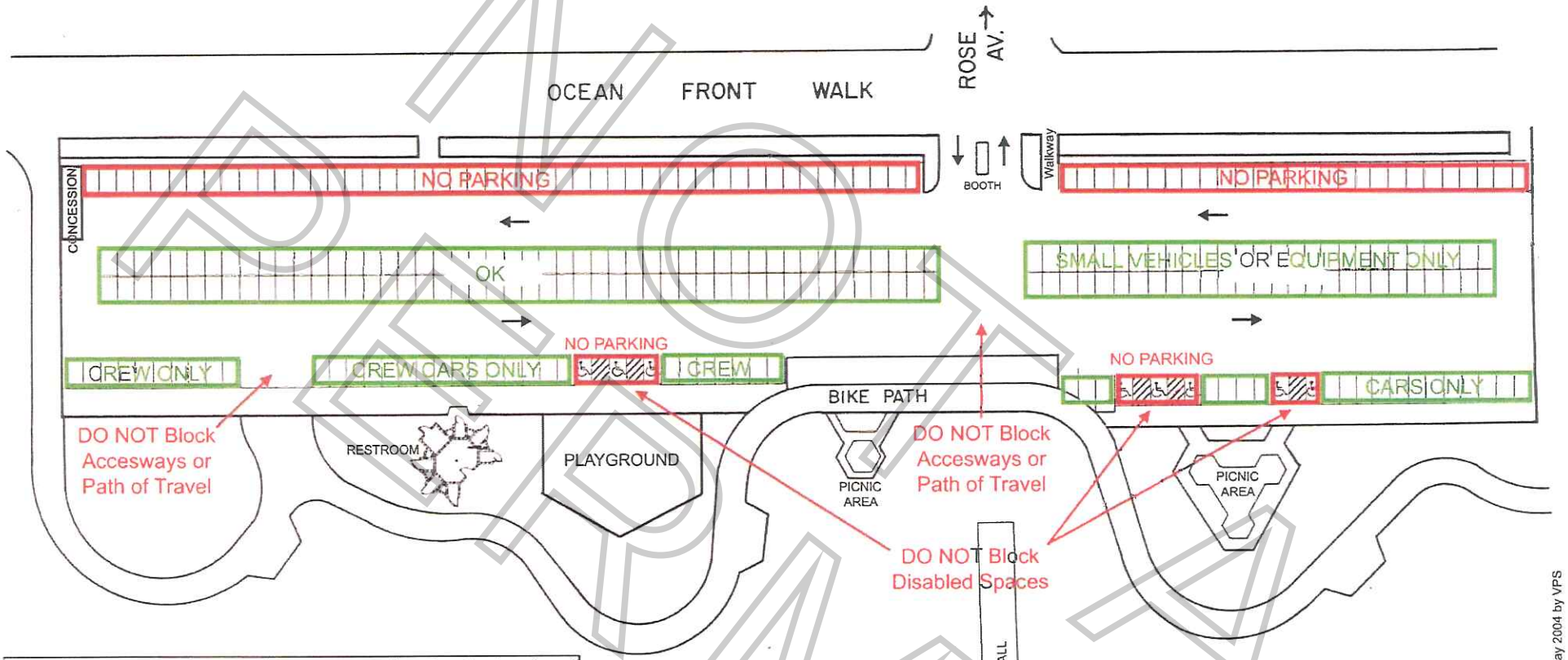
Base Camp
Location Type : Filming Location

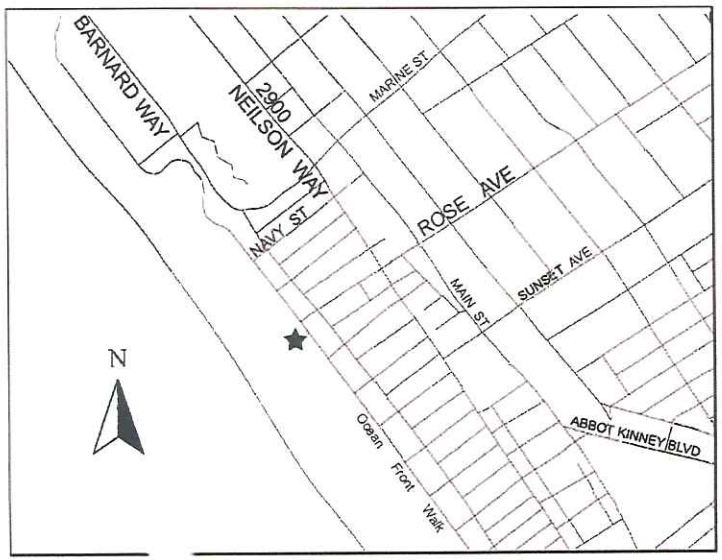
Crew Parking
Location Type : Filming Location

Parking Notes
PARKING AT NORTH VENICE LOT, THEY WILL PAY UPON ENTERING THE LOT

NOT A PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

This map was produced in whole or in part from THOMAS BROS MAPS(r) digital database files and reproduced with permission granted by THOMAS BROS MAP[illegible]. All rights reserved.

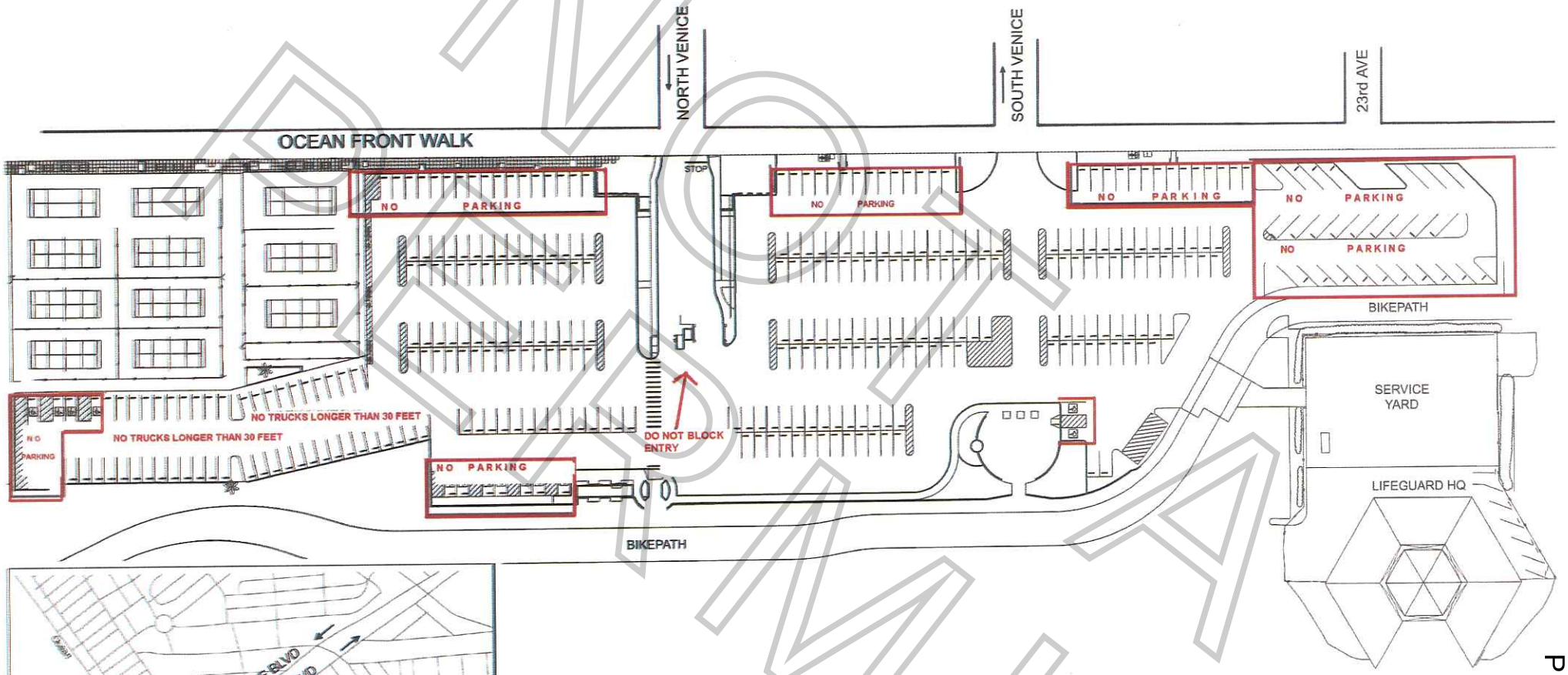
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

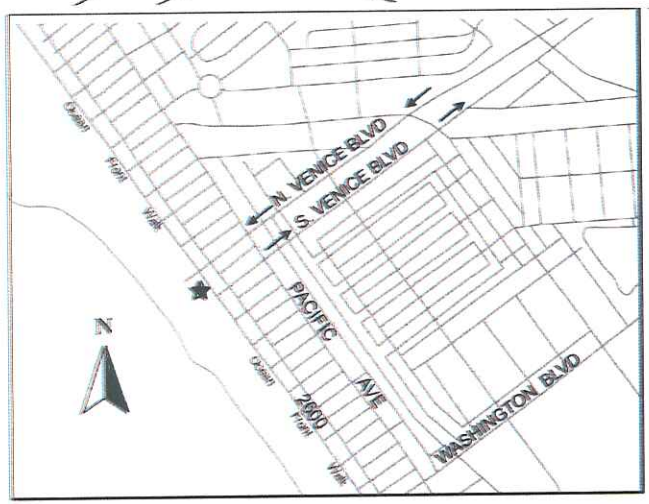
Filming delineations May 2004 by VPS

Permit #F00038818

PROOF

VENICE CITY BEACH
VENICE BLVD PARKING LOT





Map not to scale.

REGULAR SPACES	32
DISABLED	
TOTAL	32

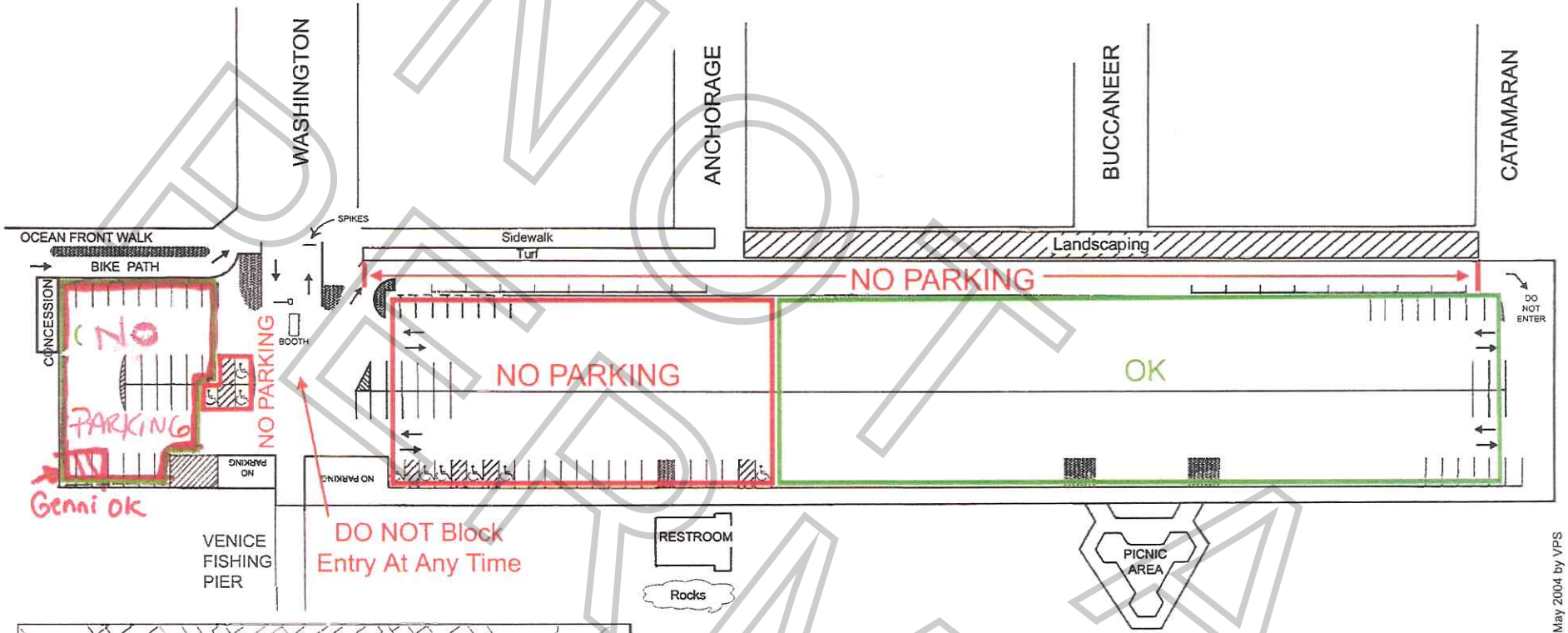
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by [illegible]

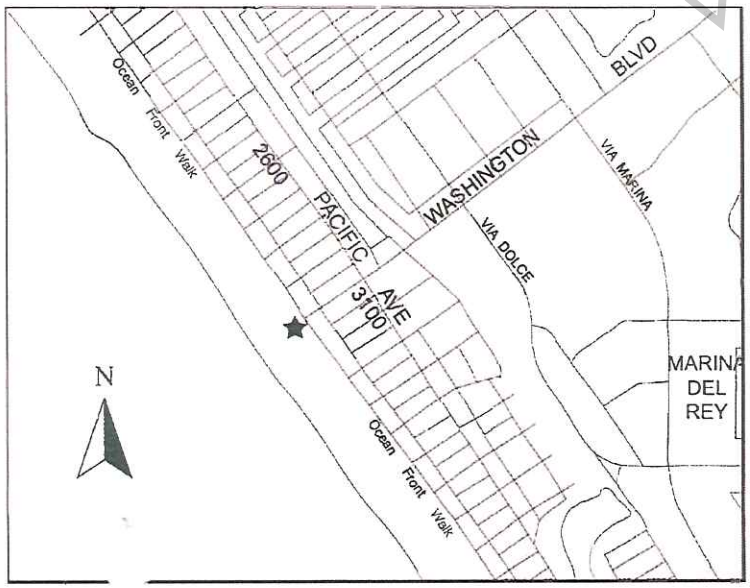
This map was produced in whole or in part from THOMAS BROS MAPS(r) digital database files and reproduced with permission granted by THOMAS BROS MAPS(r). All rights reserved.

Permit #F0003818

PROPERTY OF PERMIT

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

Ma ot to scale.

This map was produced in whole or in part from THOMAS BROS MAP and reproduced with permission granted by THOMAS BROS MAPS. igital database files rights reserved.

PERMIT

Permit #F00038818

Permit #F00038818

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **OK TO FILM AT THE BOARDWALK FROM NORTH VENICE TO ROSE.**
- OK to have 2 minute pedestrian control along the Boardwalk.
- Must work around maintenance activities. Wednesday is mow day. **Maintenance has the right of way at all times.**
- May not be on any of the taped off grassy areas. May not take down the tape or fencing for any reason, no exceptions.
- Must stay off the turf at all times.
- Company must be aware that Boardwalk might be a little bit more dirty with regards to high patron traffic.
- **MAY NOT FILM BEFORE 9AM**.
- **Must stay out of the Rec. Center areas at all times unless arrange payment with Rec. Center prior to filming.**
- **WEDNESDAY IS MOW DAY.**
- **MAY NOT BLOCK BOARDWALK, MUST LET PATRONS WALK THROUGH.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.

NOT A PERMIT

- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-38818
TOMS SHOES- CYLINDER TEASER
(VENICE BOARDWALK)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
ABBOT KINNEY BOULEVARD AREA OF VENICE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Abbot Kinney Boulevard area is a diverse, mixed-use community which includes Abbot Kinney Boulevard between Venice Boulevard and Main Street, and adjacent streets. The area is comprised of small shops, restaurants, single family homes, apartment buildings and artists lofts. The following conditions have been established to mitigate the concerns of local residents and merchants, and to provide for an equitable use of the area.

- **Affected residents/merchants/businesses within 500 ft. of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation**. *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Production companies must notify the Abbott Kinney Merchant Committee at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** The current contact for the Abbot Kinney Merchant Committee is Bart Miali (310) 396-9705 or (310) 890-2956 or bart@abbotkinney.org.

- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.

- **Production equipment parking and the posting of "No Parking" signs should be kept to a minimum** in order to reduce any negative impact to the local merchants. Equipment parking on Abbot Kinney Boulevard will be limited to 150 feet during regular business hours (10:00a.m. to 5:00 p.m.) and may not block access to open shops and businesses. **Equipment may only be parked in front of businesses that indicate their approval using the FilmL.A**. **Filming Survey process**, **or in front of businesses that are clearly vacant or closed during the hours of activity.** Production companies may also request an additional 150 ft of posting on area side streets (excluding Santa Clara Avenue) for a total of 300 ft of posting within the area.

- **Friday, Weekend or holiday filming is generally not permitted** unless a Filming Survey is done of the affected business for the proposed activities on a FilmL.A.-authorized Filming Survey.

- **The use of City lots # 616, #617 and the lot on the corner of Santa Clara and Electric are not permitted.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Any variance to these guidelines must be discussed in detail with FilmL.A. prior to making plans to shoot in this area. FilmL.A. will take variances from these conditions into consideration on a case by case basis.**

FilmL.A., Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT